

GOVERNMENT OF TELANGANA
ABSTRACT

I&PR – Live Telecast Arrangements for the Programmes of Hon'ble Chief Minister, VVIP, VIPs and other functions – Engagement of Agency – M/s. ACE Media – Orders – Issued.

GENERAL ADMINISTRATION (SERVICES-A) DEPARTMENT

G.O.MS.No. 132.

Dated:29-09-2014
Read:

From the Commissioner, I&PR, Hyderabad Lr.No.5535/VE/2014
Dated -08-2014.

O R D E R:

In the reference read above, the Commissioner, Information & Public Relations has informed that their Department functions to achieve its objectives and goals through dissemination and transmission of information, Publicity and Public Relations. It operates its multimedia systems for effective publicity and performs a signal service in acting as a bridge between the people and the Government and creates awareness among all sections of people on Government policies, plans and programmes intended for welfare and development. It also elicits feedback from people and conveys it to Government so as to enable the Government to take up corrective steps in tune with the aspirations of the citizens.

2. Advertising in print and Electronic Media play a key role in carrying the message and creating awareness among people about developmental activities implemented for the welfare of poor and underprivileged. The live telecast of VIP/VVIP programmes is very essential to have a grater reach of the Government schemes for the poor and under privileged. But many of such these programmes could not be telecasted live in News channels due to non availability of live feed them. Moreover, as a security measure, during the visits of VVIP Programmes the private channels are not allowed to place their OB/DSNG vans for live coverage and as such Information & Public Relations Department is forced to provide a common Live output by engaging a private service provider.

3. The Commissioner, Information & Public Relations has further informed that to address the above issue of security and to have vast coverage during VVIP, VIP and other functions an out Door Broadcast van with necessary infrastructure and facility is required to arrange Live telecast at any time on any given day, at any place in the Telangana State. The Live telecast includes an online camera setup, DSNG system, Permissions to uplink the signal, monthly Bandwidth charges, experienced technical staff etc. All the Government programmes, Video conferences, Public Meetings of VVIP and VIP's can be arranged live with the above setup. Since most of the technical posts are vacant in the Information & Public Relations Department it may not be possible for the department to arrange Live telecast of the programmes using the available staff except day to day normal media coverage's.

4. Commissioner, Information & Public Relations has therefore proposed to engage an Agency to take up the task of up linking as well as live telecast of Government programmes. Further after formation of the Telangana State (7) Seven agencies have submitted proposals for arranging live telecast of the programmes attended by Hon'ble Chief Minister and other important State programmes of which M/S ACE MEDIA, Hyderabad has quoted a lowest rate of Rs.4.95 lakhs+ S.T per each programme which is also the lowest rate when compared to the previous years rate and as seen from the telecast particulars submitted by the agency, it is found that 15 news channels like T News, TV5, NTV, HMTV, V6 and Sakshi TV etc. have successfully down linked the signal in transmitting the programmes Live and as such Commissioner, Information & Public Relations has requested for necessary orders in the matter.

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5. Government after careful examination of the above, have accepted the above proposal to entrust the task of live telecast arrangements in connection with programmes of Hon'ble Chief Minister, VIPs/VVIPs and other functions to M/S ACE Media, Hyderabad, for a period of one year at a cost of Rs. 4.95 lakhs+ Service Tax as applicable for each coverage / programme.

6. The Commissioner, Information & Public Relations Department shall take further action for entrusting the work to the above agency as per the terms and conditions governing the Live telecast arrangements etc.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

R.V.CHANDRAVADAN
COMMISSIONER & E.O.SECRETARY TO GOVERNMENT

To
The Commissioner, Information & Public Relations
Hyderabad
The M/s. ACE Media, Hyderabad
The Pay & Accounts Officer, Telangana State,
Hyderabad
The Accountant General, Telangana State,
Hyderabad.

//FORWARDED::BY ORDER//

SECTION OFFICER